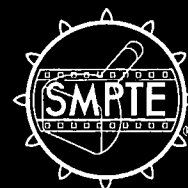




138th SMPTE Technical Conference and World Media Expo

Los Angeles Convention Center Los Angeles, Calif.

October 8 to 12, 1996



It's coming down to the wire...if you're not registered for the 138th SMPTE Technical Conference and World Media Expo, do it now! Over five days, registrants will be treated to 12 technical sessions, a two-day workshop on HDTV, a panel discussion, and three seminars focusing on the latest in motion imaging technologies. The conference will take place at the Los Angeles Convention Center, from October 8 to 12, 1996.

International Workshop on HDTV Hosts Two-Day Event

Some 45 papers concerned with high-definition television will be presented at HDTV '96, a two-day event sponsored by the International Workshop on HDTV. The session held on Tuesday and Wednesday, October 8 and 9, places special emphasis on signal processing, storage, transmission, and compression, providing an in-depth review of the current research and development occurring in these disciplines. For an idea of the papers to be presented, consult the HDTV Program at a Glance in this issue's insert.

Metin Akgun, CRC, is the chairman

for the event. Arrangements Chair Ken Davies, CBC, will begin the workshop with a few introductory remarks. He will be followed by ATSC Executive Director Mark S. Richer, who is presenting the keynote address. The International Workshop on HDTV has been held annually since 1982.

Technical Sessions

The Opening Session is the customary kickoff to the SMPTE technical conferences, and this year is no exception. Following introductions and opening remarks from SMPTE officers, all those who attend will be treated to two keynote speeches given by Chris Cookson, Warner Bros., and Michael Harris, CBC. This session will be held Wednesday morning, October 9.

SMPTE President Stan Baron, NBC, will be the moderator for Wednesday afternoon's panel discussion "Content and the Consumer: Future Pathways." This discussion will attempt to answer such issues as the effect the all-digital media world will have on delivery of content to the consumer, how it will effect change the business model, how it will effect the content creator, the effect it will have on production, and

how the consumer will pay for it. Among the panel's participants are Philip Dodds, Interactive Multimedia Association; Ed Grebow, Tele-TV; and Rob Hummel, Dream Works.

The theme under which the technical papers have been gathered is "Film and Video Synergies: Creation to Delivery." Approximately 75 papers, both submitted and invited, have been divided into 12 sessions by Program Chair Charles Dages, Warner Bros., and his committee. A complete list of these papers can be found in the insert in this issue. The session topics are as follows:

Thursday Morning, October 10

- Widescreen Issues for Film and Video (Session Chair: John Galt, Sony Pictures)
- Video Servers: Nonlinear Access to Content (co-sponsored by ITS) (Session Chair: Peter Smith, NBC)
- Compressed HDTV for Production: The Challenges (co-sponsored by NIST-ATP HDTV Broadcast Technology Research Collaboration) (Session Chair: Glenn Reitmeier, David Sarnoff Research Center)

Conference Committee

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Elaine Stein, Magnasonics Corp.

Horace Scott, KCET

Student Fair

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Partners Program

Judith Chewey

Thursday Afternoon

- Special Venues (Session Chair: Greg Thagard, Warner Bros.)
- Winning in a Global Economy: The Power of Standards (Session Chair: John Forrest, NTL)
- Computer-Based Assist for Broadcast (Session Chair: Ira Goldstone, Tribune Broadcasting)

Friday Morning, October 11

- The Digital Virtual Studio (Session Chair: David Elliott, ABC)
- Audio: The Widescreen Experience (Film and Video) (Session Chair: Ioan Allen, Dolby)
- DVD Authoring: A New Technology (Session Chair: Mikhail Tsinberg, Toshiba America)

Friday Afternoon

- Delivery Systems (Session Chair: Bob Seidel, CBS)
- Applications in Production Technology (Session Chair: Dick Stumpf, Universal City Studios)
- Creating and Delivering on Film: Joint SMPTE/ACVL Session (Session Chairs: Frank Ricotta and Paul Bourque, Technicolor, Inc.)

Joint SMPTE/ACVL Session

"Creating and Delivering on Film" is the title for the third joint endeavor from the SMPTE and the Association of Cinema and Video Laboratories (ACVL). Chaired by Frank Ricotta and Paul Bourque, Technicolor, this session will demonstrate how film remains an essential part of creating and delivering vital entertainment, on both a technical and creative level. One of the objectives will be to show how new film manufacturing technologies can provide film that not only improves the quality of theatrical presentation, but also enhances the film-to-video transfer process. This session will take place Friday afternoon, October 11.

Seminars

The conference comes to a close on Saturday, October 12, a day which will feature three seminars. "Compression," chaired by Ken Davies, CBC, will examine MPEG-2, the basics of audio compression, and testing and measurement of compressed video and audio. Kim Aubry, American Zoetrope, and John Carlson, Monaco Labs, will co-chair "Nonlinear Editing Systems," which will take an historical look at motion picture editing from

upright moviola-style to all-digital systems, as well as examine current state-of-the-art systems. Both of these will last from 8:00 a.m. to 3:00 p.m.

The third seminar, "The New Theatrical Experience: An Update," chaired by Edmund DiGiulio, Cinema Products Corp., will be held at the Samuel Goldwyn Theater at the Academy of Motion Picture Arts and Sciences from 9:00 a.m. to 12:00 noon. This session will concentrate on the dramatic improvements being made in film projection technology.

Registration and Accommodations

As always, registering in advance will result in a savings for conference participants. To save \$100 off the full conference price, use the Advance Registration Form in the insert in this issue and return it to SMPTE Headquarters. The form must be post-marked no later than **September 13, 1996**. Please note that a special discount is available to those who want to attend the HDTV workshop in addition to the full conference.

A Housing Form has also been provided in the insert for your convenience. A block of rooms have been reserved for conference attendees at several Los Angeles hotels. Return the form to Rogal America no later than **September 10, 1996**, in order to ensure that you have a room for the conference. After the September 10 deadline, all reservations are subject to availability.

Social Events

Included among the opening day events is the Industry Luncheon. It will take place at the Convention Center's Petree Hall C, from 11:30 a.m. to 2:00 p.m. on Wednesday, October 9, and will feature a guest speaker.

Those who will be elevated to Fellow status will be honored at the annual Fellows Luncheon on Friday, October 11. All Fellows and Life Fellows are welcome to attend. Joerg D. Agin, Eastman Kodak Co., will address the audience.

This year, the Honors and Awards recipients will be recognized at the SMPTE Friday Evening Reception, which will be held from 7:00 to 9:00 p.m. at the Hyatt.

A Partners Program for those who accompany conference registrants will also be offered. Among the activities being planned by chairperson Judy

Chewey are a welcoming tea, a trip to Magic Castle, and shopping. Several surprises are also in store for those who participate.

World Media Expo

The third World Media Expo is expected to be the most successful one to date. Some 400 exhibitors are expected to participate in this trade show, presented jointly by SMPTE, the National Association of Broadcasters (NAB) Radio Show, the Society of Broadcasting Engineers (SBE), and the Radio and Television News Directors Association (RTNDA).

SMPTE to Offer Exhibit Space for Nonlinear, Video Server, Virtual Studio Technologies

SMPTE has set aside exhibit floor space especially for companies specializing in the design or manufacture of nonlinear editing systems. "Nonlinear Editing World," a special section of the exhibit floor at World Media Expo, will have a limited number of islands of interest for those firms involved in workstations, networked nonlinear editing systems, video file servers with nonlinear editing components, nonlinear graphics and F/X compositing systems, and all other products and programs primarily designed to support nonlinear editing technology. In addition, special interest areas for companies involved in video servers and virtual studios will also be arranged on the video floor. To reserve your space, contact SMPTE Director of Marketing John Izzo at Society Headquarters.

For More Information...

- Call the SMPTE Fax-on-Demand Service at (301) 216-1850. Fax-on-Demand provides registration and housing forms, program information, and details on hotels, airlines, car rentals, and SMPTE membership. Calls must be made from the touch-tone handset of a fax machine.

- Contact the SMPTE Conference Dept. at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607. Tel: (914) 761-1100, fax: (914) 761-3115, e-mail: mktg@smpte.org.

- Consult SMPTE's page on the World Wide Web: <http://www.smpte.org>. SMPTE's Web Site has up-to-the-minute conference information, including complete sessions and papers presentations.

— Aileen Moroney